

CONTRACT

KMBC
6455 Winchester Ave
Kansas City, MO 64133-6409
(816)221-9999

www.kmbc.com

And:

Media Strategies & Research
1580 Lincoln Street
Suite 510
Denver, CO 80203

<u>Contract / Revision</u> 951776 /		<u>Alt Order #</u>
<u>Product</u> 9/17/12 - 9/23/12		
<u>Contract Dates</u> 09/17/12 - 09/23/12		<u>Estimate #</u> 11978
<u>Advertiser</u> McCaskill/D/Senate		<u>Original Date / Revision</u> 09/18/12 / 09/18/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KMBC	<u>Account Executive</u> Jeff Kitzsteiner	<u>Sales Office</u> Kansas City
<u>Special Handling</u> Political Duplicate File Copy		
<u>Demographic</u> Adults 50+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
1	KMBC	09/17/12	09/20/12	First News at 5am	5-5:30am		:30			NM	3	\$750.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	1-11---				3	\$250.00			
2	KMBC	09/18/12	09/21/12	First News at 5:30am	5:30-6am		:30			NM	3	\$1,200.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-1-11--				3	\$400.00			
3	KMBC	09/17/12	09/21/12	First News at 6am	6-7am		:30			NM	5	\$3,000.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	11111--				5	\$600.00			
4	KMBC	09/17/12	09/21/12	Good Morning America	7-9am		:30			NM	5	\$2,250.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	11111--				5	\$450.00			
5	KMBC	09/22/12	09/22/12	Sat News @ 5am	5-6am		:30			NM	1	\$100.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----S-				1	\$100.00			
6	KMBC	09/17/12	09/20/12	Rachael Ray Show	9-10am		:30			NM	2	\$350.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	1--1---				2	\$175.00			
7	KMBC	09/19/12	09/21/12	Anderson Cooper	M-F 10-11a		:30			NM	2	\$150.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	--1-1--				2	\$75.00			
8	KMBC	09/18/12	09/18/12	The View	11am-12pm		:30			NM	1	\$150.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

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<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
09/17/12 - 09/23/12	9/17/12 - 9/23/12	11978

<u>Advertiser</u>	<u>Original Date / Revision</u>
McCaskill/D/Senate	09/18/12 / 09/18/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/17/12 09/23/12 -1----- 1 \$150.00												
9	KMBC	09/18/12	09/18/12	KATIE COURIC	2-3PM		:30			NM	1	\$175.00
Class of Time - Immediately Pre-emptible without notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/17/12 09/23/12 -1----- 1 \$175.00												
10	KMBC	09/17/12	09/21/12	Dr. Phil	3-4pm		:30			NM	4	\$900.00
Class of Time - Pre-emptible with notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/17/12 09/23/12 1-111-- 4 \$225.00												
11	KMBC	09/17/12	09/21/12	DR OZ	4PM-5PM		:30			NM	4	\$1,200.00
Class of Time - Pre-emptible with notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/17/12 09/23/12 111-1-- 4 \$300.00												
12	KMBC	09/18/12	09/20/12	5pm News	5-530pm		:30			NM	2	\$1,400.00
Class of Time - Pre-emptible with notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/17/12 09/23/12 -1-1--- 2 \$700.00												
13	KMBC	09/17/12	09/21/12	6pm News	6-630pm		:30			NM	5	\$4,125.00
Class of Time - Pre-emptible with notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/17/12 09/23/12 11111-- 5 \$825.00												
14	KMBC	09/17/12	09/21/12	630-7p	630-7pm		:30			NM	5	\$4,500.00
Class of Time - Pre-emptible with notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/17/12 09/23/12 11111-- 5 \$900.00												
15	KMBC	09/17/12	09/17/12	CMA Music Festival	7 - 10 p.m.		:30			NM	1	\$3,000.00
Class of Time - Pre-emptible with notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/17/12 09/23/12 M----- 1 \$3,000.00												
16	KMBC	09/21/12	09/21/12	20/20	9-10pm		:30			NM	1	\$850.00
Class of Time - Immediately Pre-emptible without notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/17/12 09/23/12 ----F-- 1 \$850.00												
17	KMBC	09/19/12	09/19/12	MIDDLE/SUBURGATORY	7-8pm		:30			NM	1	\$2,000.00
Class of Time - Pre-emptible with notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/17/12 09/23/12 --W---- 1 \$2,000.00												
18	KMBC	09/19/12	09/19/12	REVENGE	9-10pm		:30			NM	1	\$1,200.00
Class of Time - Immediately Pre-emptible without notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/17/12 09/23/12 --W---- 1 \$1,200.00												
19	KMBC	09/20/12	09/20/12	GREY'S ANATOMY	8-9pm		:30			NM	1	\$750.00
Class of Time - Immediately Pre-emptible without notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/17/12 09/23/12 ---T--- 1 \$750.00												
20	KMBC	09/21/12	09/21/12	Shark Tank	7-8pm		:30			NM	1	\$1,400.00
Class of Time - Pre-emptible with notice												

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	----F--				1	\$1,400.00			
21	KMBC	09/23/12	09/23/12	EMMY RED CARPET SPECI	6-7pm		:30			NM	1	\$1,800.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----S				1	\$1,800.00			
22	KMBC	09/23/12	09/23/12	64TH EMMY AWARDS	7-10pm		:30			NM	1	\$3,000.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----S				1	\$3,000.00			
23	KMBC	09/17/12	09/21/12	M-F/SU 10pm News	10-1035pm		:30			NM	3	\$4,800.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	1--11--				3	\$1,600.00			
24	KMBC	09/22/12	09/22/12	Late Airing Late News	1030PM-11PM		:30			NM	1	\$500.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----1-				1	\$500.00			
25	KMBC	09/18/12	09/18/12	M-F 1035-1105pm	1035-1105pm		:30			NM	1	\$700.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-1-----				1	\$700.00			
26	KMBC	09/17/12	09/19/12	M-F 1135p-1205am	1135pm-1205am		:30			NM	2	\$500.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	1-1----				2	\$250.00			
N 27	KMBC	09/19/12	09/21/12	5pm News	5-530pm		:30			NM	2	\$1,400.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	--1-1--				2	\$700.00			
N 28	KMBC	09/19/12	09/19/12	M-F/SU 10pm News	10-1035pm		:30			NM	1	\$1,600.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	--1----				1	\$1,600.00			
N 29	KMBC	09/20/12	09/20/12	Anderson Cooper	M-F 10-11a		:30			NM	1	\$75.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	---1---				1	\$75.00			
N 30	KMBC	09/23/12	09/23/12	Su 10pm news	10-1030pm		:30			NM	1	\$1,600.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----S				1	\$1,600.00			
Totals											63	\$45,425.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/23/12	63	\$45,425.00	\$38,611.25
Totals	63	\$45,425.00	\$38,611.25

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